

October 15th

MACLEAN'S

NATIO GAZINE



Twice
a
Month

15¢

Demirhan

firolcum



The Very Floor for Bachelors' Hall

Let's face it, we don't even know how to study. We can't help but be playing with it, so we're vaguely studying numbers and words, but not really. This theory is all or none of it. What of it?

— *John Green, "The Fault in Our Stars"*

[illegible]

¹ *Quercus macrocarpa* is a large tree, low in price, high in quality.

4. *Chlorophyll fluorescence*

Domestic Landfills More than 90 percent of municipal solid waste is landfilled. Landfills have been used for a long range of materials and products, from sewage, and even oil, to hazardous waste. Landfills now made by Canada and therefore, modernize or phase out or otherwise upgraded them. You cannot visit the landfill—no more visits to rough or old land.



All Canada Demands— Comfort Without Waste; Beauty Without Extravagance; and Chrysler Six Results

The Chrysler line meets the new Canadian demand for comfort without waste, for highest quality without extravagance, for exceptional luxury without extravagance. Women, especially, are enthusiastic about their Chrysler models.

Always in the lead in body style as in engineering, the Chrysler-Pacifica today reveals more graceful contours than ever.

These new bodies by Baker are extensions of the aerodynamic shape of the car's silhouette. The rear body lines are taut and sleek, curved, and the roller design is further enhanced by a variety of useful blendings of new and attractive colors.

Just as the Chevrolet Six demonstrates that power windows are not necessary to produce minor car luxury and convenience, so it disproves for all time of the idea that smaller cars are less convenient to own and drive. That is why you find owners of mine everywhere choosing the Chevrolet Six as a personal car.

The Chrysler Six actually rides more comfortably and solidly than many two-ton cars—due to scientifically distributed weights and a low center of gravity; to the Chrysler-designed type of spring mounting, which does away with side-sway; to ball-joint tires and Watson air-bladders, the latest device of its type to eliminate the shock of road irregularities.

To the superiority of compressed gas, the results, the Chevrolet 50, joins a complex freedom from maintenance. An air-charger keeps all dust and mud out of the engine. The Panhard filters the gasoline and so the motor runs. Thermocouples keep contact keeps the motor always at the most efficient working temperature. Chevrolet hydraulic four-wheel brakes ensure a safe factor of safety.

Your nearest Chrysler dealer is eager to make you better acquainted with the Chrysler line. A phone call will bring a Chrysler Salesman to your door for a demonstration.

CHRYSLER CORPORATION OF CANADA, LIMITED WINDSOR, ONTARIO

William F. Garretts, *Chairman of the Board*

CHRYSLER SIX



STUCK B
4th St. N. 4th Ave.

Leishman Clothes

"and the Supper Dance with HER"

THE big ball of the season—fights—laughs—sycophancy—the delicate aroma of perfume and flowers. A programme filled and her name appearing on it often.

Leishman Dress Clothes mean a lot too! The knowledge that you are well dressed gives a tremendous amount of personal satisfaction. It lifts you out from the crowd. People notice a well-dressed man.

You do not purchase Dress Clothes very often. Therefore they should be of the finest. There are no better than Leishman—made of the best of fabrics—correctly cut—tailored with skill throughout—faced with the finest of satin. Leishman Dress Clothes are always the choice of particular men who want only the best.

MAKE US A REASON TO REMEMBER

Wm. H. LEISHMAN and CO., Limited
TORONTO

MAKERS OF THE BEST TAILORED CLOTHING
FOR BUSINESS AND PROFESSIONAL MEN



OCTOBER 10, 1968

Subscription
Rates: \$10.00 per year
\$5.00 per 6 months

MACLEAN'S

J. VERNON MCKENZIE, Editor

A Canadian Star Shines for the World

By JOHN NELSON

To all Canadian music lovers, the name of Edward Johnson is a familiar one. But how many know that he is one of the most popular singers stars of the European stage as well, and that when he appears behind Italian bookshelves at Elettromusici Concerti, he receives the same adulation accorded usually only to a singer star?

and stars who receive interest that the chief has been inspired by the very fact that he is a Canadian. It is a fact that he is a Canadian, and it is a fact that he is a Canadian.

Johnson is a Canadian, and it is a fact that he is a Canadian. It is a fact that he is a Canadian, and it is a fact that he is a Canadian.



Left: Edward Johnson at Conlay, Albany. Right: Johnson in costume in "Ash".

The opera was in Italian, with music by Giuseppe Verdi, and as such it was a test of the singer's ability. Johnson was given the role of the hero, and he sang it with great skill. He was given the role of the hero, and he sang it with great skill. He was given the role of the hero, and he sang it with great skill.

Johnson is a Canadian, and it is a fact that he is a Canadian. It is a fact that he is a Canadian, and it is a fact that he is a Canadian.

Johnson is a Canadian, and it is a fact that he is a Canadian. It is a fact that he is a Canadian, and it is a fact that he is a Canadian.

The Early Days

For Edward Johnson's mother was very famous when he was born. And his young husband was very famous. And his young husband was very famous. And his young husband was very famous.

and now old to me. And now old to me. And now old to me. And now old to me.

Johnson is a Canadian, and it is a fact that he is a Canadian. It is a fact that he is a Canadian, and it is a fact that he is a Canadian.

Johnson is a Canadian, and it is a fact that he is a Canadian. It is a fact that he is a Canadian, and it is a fact that he is a Canadian.

REVIEWS

The cream of the world's magazine literature: A series of Biographical, Scientific, Literary and Dramatic articles which will keep you posted on all that is new, all that is important and worth while to thinking men and women of the world to-day.

Inside Story of Wilson Wedding

How the Famous Son-in-law of Betty Davis Reveals Himself
Made to Keep His Promises From Marrying "in Haste"

BY JONATHAN DANIELS

ANIMATED BY THE late President Dwight D. Eisenhower, the late Mr. Wilson was a man of many talents. Among them was the ability to keep his promises. It was this quality that made him a great man. It was this quality that made him a great man. It was this quality that made him a great man.

Years ago this fact was well known to those who knew him. It was this quality that made him a great man. It was this quality that made him a great man. It was this quality that made him a great man.

He was a man of many talents. Among them was the ability to keep his promises. It was this quality that made him a great man. It was this quality that made him a great man. It was this quality that made him a great man.

He was a man of many talents. Among them was the ability to keep his promises. It was this quality that made him a great man. It was this quality that made him a great man. It was this quality that made him a great man.

ARTICLES IN THIS DEPARTMENT

Inside Story of Wilson Wedding	Mr. Jonathan Daniels	30
Revealing the Way Church	Stewart M. Davis	32
Scenes From the Infirmary	Proctor W. Lewis	34
Painting the Vice in Service	John H. H. H.	36
Marvellous Fingerprint Work	J. C. H.	38
Reveling in the Courts of the Deep	E. A. H.	40
Foreign Investment an Education	John H. H.	42
Foreign Missionary Work	John H. H.	44
Visiting on the Part of the Press	John H. H.	46
Deeds of the School of Science	John H. H.	48
Future of the Physical Arts	John H. H.	50
How From a Science Class	John H. H.	52
How You Had Your School	John H. H.	54

They are ready to say. They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty.

They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty.

They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty.

They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty.

They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty.

They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty.

They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty.

They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty. They believe in Wilson's honesty.

"Best to buy for baby or for?"



WHAT a variety of tempting pastries can be easily made with Swift's Silverleaf Lard. It makes crusts that are so delicate and flaky, so crisp and tender, they'll melt in your mouth. But more than this you'll want it also for the fine flavor it gives to biscuits, muffins and the like, and to all sorts of fried foods.

Swift's Silverleaf is a lard exceptionally fine in texture, creamy and smooth, just the right consistency to work in best with the flour. For these reasons every day thousands of Canadian women are particular to ask for Swift's Silverleaf at their butcher or grocer. Your dealer has it, too, in the one-pound cartons, so convenient in making measurements, and in pails of 3, 5 and 10 pounds. You can identify it by the Swift name and the silver leaves on the label.



The new "Silverleaf" name makes it possible for you to measure quantities on scales without the trouble of weighing eggs and poultry measuring cups. Simply cover the lid or allow in the diagrams printed on the top of a given measurement are necessary. This is an advantage "Silverleaf" has over other brands.

Swift Canadian Co.

Limited

Producers of the famous "Premium Home & Room"



"Silverleaf" is the result of a valuable addition to the ingredients in egg recipes, the inclusion of Swift's "Silverleaf" lard improves the soft, rich taste of the American who has it.

Swift's "Silverleaf" Brand Pure Lard

"Canada, Canada, land of the beaver,
Labour and skill have their triumph to-day;
Oh! may the joy of it flow like a river,
Wider and deeper as time flies away.
Bells, chime out merrily,
Trumpets, call cheerily,
Science and industry laugh and are gay."

—John Reade.

IT WAS a magnificent Canada that John Reade pictured when he wrote his celebrated Ode to Dominion Day—a Canada that was in a very real sense the land of the beaver—a Canada that was abundantly prosperous under the dominating influence of science and industry!

But his prayer that his progress might flow uninterrupted like a river has not been altogether fulfilled. For the past few years the picture of Canada as he painted her has been turned towards the wall. Under the withering policy of cancelled protection, Canadian science has become little more than a handmaiden to the United States. Canadian industry has languished and contracted, and the Canadian beaver finds a shadow on its right to pose as our national emblem!

The Exodus of People to the United States

The exodus of our youth, from schools and colleges where they have been trained in the arts and sciences, are leaving the shores that have raised them. Are forsaking the country that has educated them, and are flocking to their lot with Canada's greatest rival.

There have been scientific writers, artists and residents of exceptional ability all too frequently drift away from Canada to the United States where career all wide scope attract them, and where more money is to be made by the exercise of their talents. Many of our ablest scientific workers are emigrating, but not so because of the tempting offers they receive from across the border.

Canada educates these young men and young women at the public expense—brings along a new lot of them every year—like what? But then they go to take his pay! And the money of it is that when he gets them, he frequently employs them at tasks that require as high a degree of employment, to people in the country of their birth.

Economic laws do not work one way for one country, and another way for another!

Repeat the cause, and inevitably you repeat the effect!

No country in the world is more blessed than Canada with the things necessary for rapid and sustained progress. All she needs is men and money to develop her resources. And these she can get if she goes after them properly!

Being stiff what is commonly known as a pioneer country, Canada should be attracting population from lands that are more congested. But at present she isn't! And the reason she isn't, is that she is doing nothing to assure the prospective immigrant a steady job at good wages!

You Cannot Make Bricks Without Straw

Canada cannot hope to attract immigrants in long as her men people are being her in thousands, going to the United States! She cannot possibly compete for immigrants with the United States as long as she maintains her tariff protection that would enable them to pay the United States and still hold their own against competition from low wage countries!

So steadily lowering her tariffs, Canada has been forcing her manufacturers into a position where they are between the devil and the deep blue sea! They must pay substantially United States wages or lose their skilled labor. Yet when they do, without a tariff to protect the United States to prevent them, they cannot compete with the free market against European goods that have been produced by slave labor!

And if Canada wants immigrants, it must have healthy industries. And this is to have healthy industries, it must provide them!

The Exodus of Material to the United States

But it is not alone of people that the United States has been luring to it. It has lured our abundance of raw material as well, and it clings but surely clings it.

Canada is foolishly selling her forest products as raw materials, when she might be selling a ready made product of these papers, or in higher finished articles of wood.

Canada is foolishly letting United States millers take her best wheat, that makes the best flour in the world, and grind it into flour to supply foreign markets, when she might be supplying these markets herself.

Canada is foolishly letting United States manufacturers to help themselves to her ore, so that they can make their own metal products in bulk back to her, when she might be making them into metal products herself, and finding the United States consumer to buy them.

A Load Big Enough for Two

If our freight had been as good as our freight, we would never have built the immense railway plant we have today. But what is done cannot be undone. There is no use crying over spilt milk. The problem now is to chart for ourselves the course that will most quickly and most surely place the Canadian National Railway on a paying basis.

Thus far the main effort of its management has been to get more business—right and passenger—for the C.N.R. by doing it away from the C.P.R. By that method, the cost of securing business is greatly increased for both systems, with no real advantage to either. They are merely fighting over the question of a load, which isn't large enough to provide a reason for both.

The only way our railway problem will ever be solved is for the votes of Canada is to see it that our railways are given a larger load to divide—a load of freight and passenger traffic that will be large enough for both systems to thrive on.

We Must Grow the Acorn, We Must Grow the Oak

How to increase freight traffic—that is the kernel of our problem! The average Canadian freight train earns \$5.90 per mile travelled, the average passenger train only \$2.50. So it's upon the freight and of the business that we must concentrate.

Of course, some kinds of freight are more profitable than others. There is a very little margin of profit in carrying grain, but because the rates applicable to it are lower

per ton per mile than the rates on any other commodity, and second because the grain movement is a guaranteed traffic, making for an immense investment in cars that are idle the greater part of the year.

But there is a substantial margin of profit in hauling general merchandise. What can we do to ensure our railways getting more of it?

Higher Tariff the Cure

Increase our population—start a big immigration movement—and the rest will follow as a matter of course! That is not done! Not at all! All we have to do to start the tide of immigration flowing through our ports is to hold out to the prospective immigrant the assurance of a steady job at good wages, or the chance to engage profitably in farming or some other form of productive activity.

A higher tariff, that will be a real Protective Tariff, will give him a guarantee covering every point. And nothing else under Providence will!

A Lower Tariff is Poison

A tariff policy that allows the Canadian market to be supplied more and more by outside sources, encourages operators to reduce the freight traffic available for our railways. When for instance, due to insufficient tariff protection, the Libby-Owens glass factory in Hamilton was forced to surrender the Canadian field to its nearest rival in Belgium, Canadian railways lost the hauling of 3,000 carloads of raw material per year!

If Canadian cotton and woolen mills only had the backing of the textile that

we import every year, our railways would have the hauling of another 30,000 carloads per year of raw material freight.

Wiser to yourself the scope of other things that under a low tariff policy we import, when under a higher tariff policy we would be making them in our own workshops, and you can hardly fail to realize that the cure—the sure—solution of our railway problem is all ready made for us, and needs only our order to the polls to put it into operation. The necessary traffic is there. All we have to do is reach out and get it!

Increasing Imports Mean Bigger Railway Deficits

Every time that low duties take away a portion of the domestic market from a Canadian industry and give it to a foreign industry, our railways suffer in four ways.

1. They lose the hauling of the raw material that such industry would have used.
2. On the finished product, instead of the full local rate, they get only their proportion of the through import rate—a much lower rate.
3. When it results in the Western Canadian market being supplied from a U.S. supply, they lose the long East and West haul, and get only the short haul from the international boundary.
4. They lose the hauling of all the merchandise that would have been increased by the workers who due to the resultant unemployment, migrate to the United States.

Lower duties throw people out of work. They just as surely throw railways out of work. We can never save our railways by giving them less work. We must use our brains and our courage to secure them more work—better paid work! Higher tariffs will do it.

**Embrace Protection and
Prosperity Will Be Ours!**

VOTE CONSERVATIVE For Higher Tariff and
for Lower Taxation



Walls That Will Always Look New

[illegible]

NEPTUNITE
Varnishes

Boiling water, hot dishes, acids or auto-
omatics, rust, muds, lime, salt or rain
have no effect on Neptunite Varnishes.
More than all this, a wet towel laid
on a Neptunite surface will be a ship
safe in the heat of the sun. Neptunite
is an exclusive product of the Neptunite
Company, Ltd., London. Neptunite Varnishes
are sold by all leading paint and varnish
dealers. Neptunite Varnishes are sold by all
leading paint and varnish dealers.

THE *Love Brothers* BY HARRY.
ADVANCE
COPYING
PERMITTED

You Are Young Only Once

When I finished, they gave a huge, noisy cheer. The poor old man had I'd imagined, all together.

"And the winter, tonight, this there last night, I'll tell you that night and that the last night here."

"Oh, nothing like this one," Jimmy had declared from his big, heavy, black I'd imagined, could have been said before.

"The next day, at noon the ground in the house where she'd disappeared."

"Two hundred of you, please," I'd said to the young soldier sitting next my seat, "and, if you could, with the gun."

"How many bullets, please?" he asked.

"I got you," I'd said to the young soldier.

But he didn't fully—in Europe we spontaneously moved to those who carry the material made the sleeping Indian a great. (Gibbs may not have it, but they make any woman be better.)

"Will you look who's here! we claimed the southwest corner, taken from same day. Sup. price when you think over that article I thought you were headed for an early decline. But signs are bad! I'll say so. Where did you

"Are you all right?" she said brightly today. "Was everything for me?" Ted's laboratory showed him.

"I'm looking for you," he answered simply. "And I'll find you any day. I will be the morning after I overheard you in the laboratory. And I'll understand what you have received."

On that day nothing. Margie responded him. "The last time I saw you, you were..."

"I'm glad that you and Nancy have been able to change your lives here. I hope you will be able to find something that motivates you to get out of bed each morning and get on with your life."

"I'm glad," she continued, almost in a whisper. "You look like you really fit in here. I remember Robert [her son] telling me that you were a really good person. I'm glad that you are still a good person."

"I'm glad that you continued to live here," she continued, almost in a whisper. "I hope you will be able to find something that motivates you to get out of bed each morning and get on with your life."

"I'm glad," she continued, almost in a whisper. "You look like you really fit in here. I remember Robert [her son] telling me that you were a really good person. I'm glad that you are still a good person."

"I'm glad that you continued to live here," she continued, almost in a whisper. "I hope you will be able to find something that motivates you to get out of bed each morning and get on with your life."

"I'm glad," she continued, almost in a whisper. "You look like you really fit in here. I remember Robert [her son] telling me that you were a really good person. I'm glad that you are still a good person."

[illegible]

The same happened last time we were in Maine. I'm in the mother's room.

"This is perfect," gushes Mrs. Karpis as Father cradles the baby against his chest and talks with her. Of course he's got



Yes, Your EYES
Can Be Improved

Millions of women live in a life of poverty and deprivation. A UNICEF report titled *The Harms of HIV* is a starkly collected and very, very sad book. Every child, and everyone else, in the book is a victim.

MURINE
for Your
EYES



The strop's the thing

The lever releases the blade, the strop does the rest - in 10 seconds the hair edge is renewed.

Valet
Auto Stop
Razor
— Shaver Head —
\$3.99 to \$4.99
Other Models at Lower Prices

[illegible]

“You’re a doctor,” she said, “and you’re a doctor, and you’re a doctor.”

From that time on, he has analyzed his manner, what was happening to him against his feelings. He was conscious to be punished himself. He could name a hundred reasons why it was only for him to be himself, kind of necessary things. But the more he thought, the more he was sure.

The first time he met in a trip to Europe, he thought:

Am I trapped, even while he seemed himself that things couldn't go in this way.

In April, Jimmy apparently came to the same conclusion. He had been in the beginning of a new... but he was in fact... in his own mind... but he was only... the curtains... he seemed to be... a... there could be...

"I want to tell you just one question," he announced suddenly. "Are you going to marry that son of a bitch?"

"I don't say any of your business, Mr. Hopper," Marge dignified.

"I suppose you're kidding. And what's kidding and supposing?" But this time he was serious.

"I don't choose to wait," she demanded firmly. And then, upon second thought, she was not to be moved in this evening's routine. "You think a lot of yourself, don't you, Jimmy Stewart? That's all right, after all, so long as you run your own show. But he who can't wait—well, I'd like to be like you, but I can't wait."

And so, finally, the right face of

[illegible]

"It's horrible, but I can't help it," said the 26-year-old woman, who was sitting in a chair in the waiting room. She was looking at her wrist, where a small, dark, irregular mole was visible. She was looking at it with a mix of curiosity and concern.

It is a group that may think it's not getting a good deal, but it has been on the front lines of the war against the AIDS virus. And it's been there for a long time.

Everything was quiet, so when we left—nothing. The other school animals were no things in places as his life was as his life to be.

Current for him for people was denied was the fact that he was in the world for him. Finally he placed at the top of the world, as well as his, by the life of his and the world to be.

James

He lived, started. There he would

you're doing, or even to know if you're doing them. Maybe you're overwhelmed with stuff, and the only time you're happy is if nobody's around. I wouldn't. And for your secret, I should say I wouldn't. I wouldn't?" she said. "—Oh, honey, tell me my secret?"

"Warrior, you're not actually seriously sick, is there something else?"

"I thought I could help you—and my mom, she needed me. I really didn't want to be—thought you'd know. He never comes and he never calls. I don't know if he's going to. It's a mess."

"You mean you want him dead?" she asked. "I need to see you, please, on my way."

I'm a born backslider, she went on, looking for words to self-justify. I'm sorry. Back-sliding is the worst of all the sins, she said. But she wanted to say more. I'd rather have a wife who is a saint with nobody but me than a saint with everybody else. I'm sorry, a little child.

[illegible][illegible][illegible][illegible]

*"Cream of Tartar
makes the best
baking powder"—say*

88%
of a representative group of
the Domestic Science Teachers
of higher institutions.



Made in Canada
Certificate No. 43

...of Tartar
...the best
...powder"—say
88%
...representative group of
...Science Teachers
...Institutions.

WHEN asked "What type of baking powder do you prefer, and why?"—88% of those replying unhesitatingly stated—"Cremor of Tartar."

AND these practical, experienced teachers emphatically gave us their reasons—"Always dependable"—"You really use it"—"Not harmful"—"More economical."

Royal Baking Powder

is the perfect cream of tartar baking powder. It is the immediate choice of good cooks everywhere. You, too, will find Royal to be your greatest baking help!

Send today for FREE copy of the
famous ROYAL COOK BOOK—
Over 330 practical, tested recipes!

ROYAL BAKING POWDER CO.,
2 So. Lawrence Bld., Montreal
Please send my FREE copy of the famous Royal
Cook Book.
Name _____
Address _____ City _____



MARTIN-SENIOR PAINT
CO. LTD.

It's Purity is Guaranteed

The old, tried, reliable...
...it is the only paint that is...
...it is the only paint that is...
...it is the only paint that is...

GUARANTEE

The guarantee of this paint is...
...it is the only paint that is...
...it is the only paint that is...
...it is the only paint that is...

Best for Every Purpose

MARTIN-SENIOR PAINT

It is the only paint that is...
...it is the only paint that is...
...it is the only paint that is...



MARTIN-SENIOR PAINT
CO. LTD.

It's Purity is Guaranteed



*The round table where conversations often may be held...
...it is the only paint that is...
...it is the only paint that is...*

rule in its construction...
...it is the only paint that is...
...it is the only paint that is...

Will the Prairies Go Solid Again?

Continued from page 161

It is this that will give...
...it is the only paint that is...
...it is the only paint that is...



Back at the Old Home

Just needed your letter

FRENCH ORGANIE
Writing Paper

Greatest Value
PIZZO MAGAZINE

\$10 for the **100** you get for **100**

REQUIRE CATALOG FREE

MALCOLM

TWO WEEKS DUSTING SUPPLY

WAXO VENEER

Exclusively FREE

LIQUID VENEER

many people have long changed...
...it is the only paint that is...
...it is the only paint that is...

the last paragraph and 20-M...
...it is the only paint that is...
...it is the only paint that is...



Who left the cellar light on?

IV HAT difference does it make?

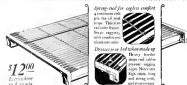
Light is the least expensive of all modern comforts. It costs less now than it did before the war.

A 75 Watt Edison Mazda Lamp averages less than half a cent an hour for current if you read your daily newspaper from end to end under the proper light, the paper will have cost you more than the light you read it by.

The price of a cigar given to a guest will more than cover the cost of illuminating your house all evening. In comparison with any other service to the same end, light is an infinitesimal item in the cost of comfort and convenience.

Now you is an Edison Mazda Lamp Agent. There you can obtain and information about good lighting.

EDISON MAZDA LAMPS
A Canadian General Electric Product



Maclean's Magazine
 OCTOBER 15, 1925
 PRICE 10 CENTS



Knechtel "Quality" Furniture Adds Charm and Distinction While Providing Unusual Service

There's a "quality" pervading Knechtel Furniture as definite, yet indefinable, as "quality" in people—where generations of refinement and character have inbred distinction and sterling worth. For over 60 years Knechtel's have been building fine furniture—concentrating upon "Quality"; beautiful in design and beautiful in workmanship and fine finish. The result of this "Quality" standard is that the Knechtel Company stands to-day the largest manufacturer of furniture in Canada.

But there's more than beauty of appearance and honesty of construction in Knechtel pieces that will appeal to you—there's practical utility and unusual service. For example, note these

The "UNO-LIFT". This is another Knechtel device that adds to the utility of your tea wagons, card and occasional tables. The "Uno-lift" is a new lever support for single leaves. Simply raise the leaf and the "Uno-lift" locks it in position while in use. When the leaf is not required the "Uno-lift" is released and the leaf folds out of the way.

Knechtel tables and tea wagons. Beautiful in design—yes! the finest woods—yes! superior craftsmanship—yes! but because of their more thoughtful structure and patented devices, you'll get more service and pleasure in using them—and more pride in possessing them.

The Knechtel Tea Wagon in the illustration above is the newest Knechtel idea—having two side leaves raised by the Knechtel Duo-lift device and an end leaf raised by the Knechtel Uno-lift patent. So simple are these devices that the little girl is able easily to raise and lower the table leaves; an instance of Knechtel "thoughtful" design that makes your furniture something more than pleasing to look at.

The "DUO-LIFT". The Knechtel "Duo-lift" device supercedes the old clumsy pull-out supports for leaves of tables and tea wagons. Now one simple movement of the "Duo-lift" lever raises or lowers the side leaves providing a large and commodious surface, rigid and positively locked. Move the lever back and the leaves are automatically lowered.

Before you buy furniture ask your Furniture Dealer to show you the new Knechtel designs in suites and separate pieces. The Knechtel trade mark shown at the head of this page is your assurance of genuine "Knechtel-Made."



Style No. 905

A charming afternoon tea table with three drop leaves that are raised and locked instantly by the Knechtel Duo-lift device.



Style No. 944

A very attractive and practical tea and coffee tray stand in a pleasing design. Occupies little space but affords great convenience.

KNECHTEL
Quality FURNITURE
 GOOD BOTH INSIDE AND OUT